

# WARNING LABEL: A Quarterly Update On The Goals And Successes Of The Department Of Health Tobacco Prevention and Control Program

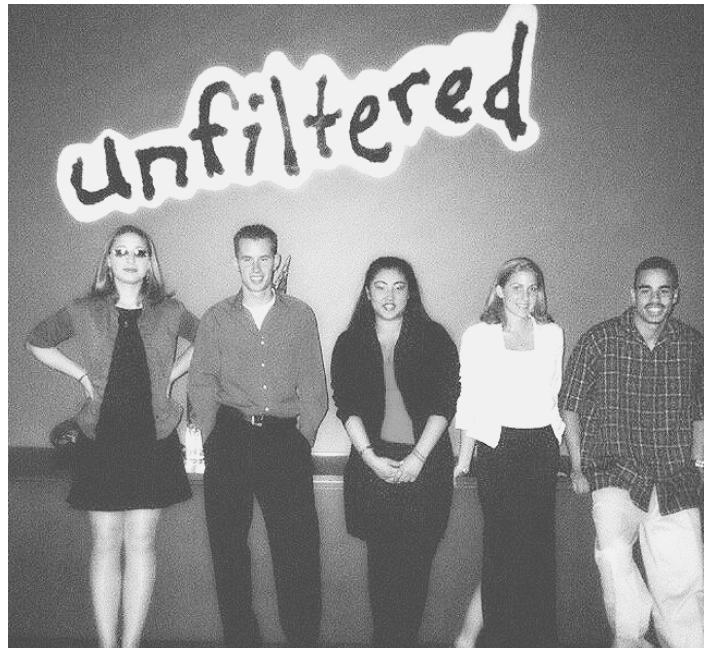
Summer 2001 Volume 2 Issue 1

## Teens Get An *Unfiltered* Look at Tobacco Addiction

**T**he Washington State Department of Health (DOH) will do whatever it takes to bring teens face-to-face with the realities of tobacco use. In that spirit, DOH recently premiered *Unfiltered*, a Web-based reality program that follows five tobacco-using high school students from across Washington who are brought to Seattle, where they must kick their habit for a weekend or be sent home.

*Unfiltered* adapts the style of popular television reality programs like "Survivor" and MTV's "Real World" to engage and educate teens while drawing them to the department's teen anti-tobacco Web site [OutrageAvenue.com](http://OutrageAvenue.com). As of this writing, *Unfiltered* episodes have been downloaded more than 27,500 times.

"*Unfiltered* is a new creative way to reach thousands of teens with the truth about tobacco use," said Secretary of Health Mary Selecky. "We all know the statistics; 65 kids a days



The cast of *Unfiltered* (from left to right): Nicole, Eric, Tara, Renee and Darryl.

start smoking in our state. We need to find more effective ways to reach kids with the message that tobacco is not cool. I think *Unfiltered* is a good start."

The six 10- to 15-minute episodes of *Unfiltered* follow the cast members as they participate in hands-on activities that clearly show the damaging effects of tobacco use. The teens visit the University of Washington Medical School to see lungs ravaged by smoking; run drills with Head Coach Lin Dunn of

the WNBA's Seattle Storm to see how their conditioning has been affected by tobacco use; participate in an undercover survey of tobacco retailers; and discuss with a settlement lawyer the ways tobacco companies have targeted teens in their marketing for years.

The show was filmed over the weekend of April 27-29. Piggy Thomas, who gained fame as a cast member on MTV's "Road Rules" and is now an anti-tobacco activist, hosted the week-

end's activities. The director and many of the camera crew have worked on reality shows such as MTV's "Real World" and "Road Rules," giving the show a sophisticated look and feel. The department is exploring options for airing the episodes on broadcast television to reach an even greater audience.

The teen cast members of *Unfiltered* are:

- **Tara Lambert** — a 16-year-old junior at Inglesmoor High School in Bothell
- **Darryl Herron** — an 18-year-old senior at Aces High School in Everett
- **Renee Harrell** — a 17-year-old junior at Jackson High School in Mill Creek
- **Eric Dobson** — an 18-year-old senior at University Prep High School in Seattle
- **Nicole DeArmond** — a 16-year-old sophomore at Columbia High School in White Salmon

To watch all six episodes of *Unfiltered*, visit [www.outrageavenue.com](http://www.outrageavenue.com).





PO Box 47848  
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Dear Friends:

Do you hear that noise? It's the buzz we've created around the Evergreen state with our anti-tobacco programs. Our edgy ads have people talking and tobacco users looking to kick the habit. The Quit Line has been very busy since it opened; over 12,500 people have called during its first seven months. Many people asking for help have told us the state advertising campaign prompted their decision to quit. That's what we like to hear!

In April, we launched our teen anti-tobacco Web site, [OutrageAvenue.com](http://OutrageAvenue.com), and attracted more teens to the site by premiering a state-of-the-art anti-tobacco reality show, *Unfiltered*. The show has been a big success, and the teens involved say their schoolmates are treating them like heroes for successfully quitting smoking. More than 27,500 viewers have watched *Unfiltered* since it debuted on May 8.

Following the success of *Unfiltered*, DOH hosted a youth leadership summit, *Outrage 98119*, in late June. The summit brought together teen activists from around the state to celebrate their successes and plan anti-tobacco activities for next year. I had the chance to meet many of the impressive young people who attended. I particularly enjoyed participating in the Selecky Awards ceremony recognizing the achievements of the individuals and groups who have made outstanding contributions to our anti-smoking efforts.

As you can see, 2001 has brought tremendous success, and we plan to keep the momentum going with new programs and tactics.

Some things to look for in the near future:

- New television and radio advertising.
- Special back-to-school promotions.
- Continued innovative promotion of the Quit Line and other resources.

With your help, we are making a difference in the fight against tobacco use. So, thank you for your hard work on the local front as well as your ongoing support of our statewide efforts. I look forward to talking with you all very soon.

Sincerely,

Mary C. Selecky  
Secretary of Health



# Youth Take a Stand with Rallies Across the State

Teen tobacco use has risen dramatically over the past decade, largely due to tobacco marketing that targets teens. Now, teens around the country are fighting back with rallies and demonstrations such as Kick Butts Day, SOUL Stomp and the Drug-Free Youth Rally.

Kick Butts Day began in 1995 and has grown to be the largest teen anti-tobacco event in the nation. On Kick Butts Day 2001, held on April 4, approximately 1,500 events were planned throughout the U.S. Teens use Kick Butts Day to send two powerful messages: they want the tobacco industry to stop targeting them with advertising; and they want more legal protection from tobacco. Washington state teens made sure their voices were heard at 17 events in 13 cities. At a rally held in Spokane, teens tossed toy soldiers into a coffin as a reminder of the dangers of tobacco use. In Bellingham, teens protested the sale of cigarettes at a Cigarettes Cheaper store and handed out free quit kits.

Washington state teens




Mary Selecky addressing teens at Soul Stomp 2001

have added their own anti-tobacco rallies to the mix, attracting the interest and support of thousands of Washington residents and government officials. On March 7, 2001, approximately 300 Washington high school students rallied at the SOUL Stomp in Olympia. They heard from several speakers including Governor Gary Locke, Secretary of Health Mary Selecky, and Debi Austin, one of our state's most famous anti-tobacco spokespeople. Austin—who has a hole in her throat due to years of smoking—is featured in a Department of

Health anti-tobacco television advertisement. At the rally, Austin spoke of her tobacco use, the effect it had on her health, and the knowledge she has gained about tobacco addiction since she quit smoking in 1997. SOUL Stomp was sponsored by the Washington Alliance for Tobacco Control and Children's Health (WATCH).

Also this spring, approximately 1,500 teens from Okanogan, Grant, Chelan, and Douglas counties gathered in Omak, Washington, to participate in the sixth annual Drug-Free Youth Rally. Attendees gathered

around the "grave site" of the Marlboro Man, played tobacco education games, and met with local anti-tobacco activists and experts.

Anti-tobacco rallies like these allow teens to warn their peers about the risks of tobacco addiction and encourage them to never start. As anti-tobacco education reaches a larger youth audience and participation in anti-tobacco rallies grows, teens gain increased attention for the anti-tobacco movement and make their voices heard. 



# Local Spotlight: Benton Franklin Counties Partner Up

The people of south central Washington's Benton and Franklin counties have discovered a powerful weapon in their fight against tobacco use — partnership. In the spring of 2000, a coalition of 15 agencies, which includes school districts, hospitals, law enforcement agencies, non-profit organizations and government entities, came together to create Tobacco Free of Benton-Franklin Counties. The coalition members work together to direct the use of tobacco settlement funds in their area, ensuring that anti-

tobacco efforts are coordinated, inclusive and effective.

In a little over one year, Tobacco Free of Benton-Franklin Counties has made great progress toward achieving its primary goals to prevent youth smoking and increase services for the area's Hispanic population.

Tobacco Free of Benton-Franklin Counties supports many teen-focused organizations and services. One of the largest youth organizations is SHOUT (Students Helping Others Understand Tobacco). The coalition has worked to increase the number of


teens involved in SHOUT — raising the number of clubs from two to six within one year. SHOUT members use the TATU (Teens Against Tobacco Use) curriculum for peer education in area middle schools and coordinate activities for events such as the Great American Smokeout and Kick Butts Day. The president of each SHOUT club is given an opportunity to demonstrate leadership by sitting on the regional SHOUT youth advisory board.

Tobacco Free of Benton-Franklin Counties is also expanding programs for the local Hispanic population.

They are planning to translate TATU materials into Spanish, and are assessing current services to determine where to add new programs. Tobacco Free is pleased to report that focused outreach significantly increased the number of Hispanic students involved in the last teen summit.

The Department of Health is proud of everything Tobacco Free of Benton-Franklin Counties has done in the last year, and we look forward to continued success from them in the future!



	<p>The Washington State Tobacco Prevention and Control program is funded by the 1998 Master Settlement Agreement between Washington state and major tobacco companies. In a commitment to curb tobacco use within the state, Governor Gary Locke and the state legislature dedicated all of the tobacco settlement funds to programs that protect and improve the health of Washington state citizens. Washington was the first state to take this step.</p> <p>In addition, the Department of Health created a sustainable, long-term, comprehensive tobacco control program aimed at preventing and reducing smoking and other tobacco use.</p>	<p><b>Warning Label Contact Information</b></p> <p>Public Awareness &amp; Education Lisa LaFond 360-236-3634 lisa.lafond@doh.wa.gov</p> <p>Communications Director Timothy Church 360-236-4077 timothy.church@doh.wa.gov <a href="http://www.doh.wa.gov/tobacco">www.doh.wa.gov/tobacco</a></p>
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